

Claims:

1. A method for an on-line auction of the type wherein one or more customers bids on a product supplied by one or more merchants, said method comprising the steps of:

5 acquiring customer information from said one or more customers, said customer information including a Preferred Program Term selected from one or more Program Terms associated with said product;

grouping said one or more customers into one or more pools in accordance with said selected Preferred Program Term;

10 receiving bids from said one or more merchants to provide said product to said one or
more customers in at least one of said pools.